



**Myrtle Beach Area Convention and Visitors Bureau  
CVB Group Sales Committee Meeting Minutes  
October 4, 2016**

**Attendees:** David Amend, Charlie Bradshaw, Ellen Calhoun, Kelly Cauble, Sabena Dayton, Alexia Edge, Dawn Formo, Robin Harvey, Pauline Levesque, Anna Lillemoen, Molly Mercer, Stephanie Parsons, Pam Reis, Heidi Vukov, Giedre Watkins

**Guest:** Dolly Chewning, SCPRT

**Staff:** Mike Anderson, Kim DaRoja, Casey Dornhecker, Melanie Doty, Sandy Haines, Mary Mroz, Bill Rosenthal (Visibility and Conversions), Michelle Schollmeyer, Scott Schult, Mikki Walls, Josh Williams (Visibility and Conversions)

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1. **Call to Order/Introductions:** Charlie Bradshaw
  2. **Approval of Minutes:** David Amend made a motion to approve the minutes from the August 2, 2016 meeting. Pauline Levesque seconded and motion was carried.
  3. **Marketing Update:**
    - a. **Digital Update:** Josh Williams with Visibility and Conversions reviewed the January 1 – September 30, 2016, Group & Meetings Website Activity Year-Over-Year Report. The report shows that traffic is being funneled to the main level pages and as a result requests for proposals (RFP) are continuing to increase. The increase in RFPs shows that the traffic that is being driven to upper level pages is effective.
    - b. **TDF:** Scott Schult provided update on TDF. The board of directors will be meeting next week to discuss how the TDF funds and the overall operations of the chamber handle investing those dollars to continue to create the demand for the destination. Reviewed competing destinations report from Google. The report shows that some of competing destinations are growing in double digits. The current marketing model has been in place for 8 years and has served us well but, we will be looking to migrate to a new model in 2018. We need to be able to take as much of the funding that we have and continue to create the demand on the destination by allowing us to tap into new markets and new audiences.
  4. **International Update:** Dolly Chewning international sales and marketing manager for the South Carolina Parks, Recreation & Tourism (SCPRT). The primary international markets are; Germany, Switzerland, Austria, United Kingdom, Ireland, and Canada. The secondary markets are; Italy, France, Brazil, Luxemburg, Belgium, Netherlands, and China. What reports show about SC and the international travelers is that they tend to spend more than US travelers. International travelers

account for 4% of the total travel spend but, they represent 17% of all expenditures that are spent in SC. On average the international traveler spends 17 ½ days traveling to at least one or more states. International travelers tend to use travel agencies to book their trips. The food chain is that the hotels and attractions work through a receptive operator who in turn packages and sells to a tour operator who then sells to a travel agency who sells to the consumer.

**5. Update:**

- a. YTD Goal Report:** Kim DaRojá reported on the 2016 group sales goals report as of September 30, 2016.
  - i. Total number of leads generated is 852 with total potential room nights of 332,457. Currently at 83% of the 1,025 lead goal for 2016. 17 leads were generated year to date for Myrtle Beach Sports Center.
  - ii. Total number of room nights booked is 210,972. Currently at 91% of the 230,606 room night goal. 18 booked leads for the Myrtle Beach Sports Center. The number of assist leads is 264.
  
- b. YTD Prospects:** Kim DaRojá reviewed the prospect report. We are working on a report that will show prospects and conversion status. We have several efforts that we are utilizing for prospects. This report only shows the prospects that have resulted in an actual lead. Year-to-date, 66 leads with 43 assists/definite bookings, with 7 in lead status, 9 still in prospect status and 6 lost business.
  
- c. YTD Site Visit:** Kim DaRojá reviewed Site Visit & Fam Report. Overall we have had 46 site visits, 27 definite bookings year-to-date, with an overall conversion rate year-to-date of 59%. Our conversion rate goal is to be above 60%. With site visits, typically a lead goes out first and once we are in the top 3 choices, then a site visit is conducted. With FAMs, typically you bring the client in first, before leads are actually generated.

**6. Unfinished Business:**

Meeting was adjourned early after watching SC Governor Nikki Haley's press conference regarding Hurricane Matthew. Tradeshow, Board of Directors August Presentation, Toronto Spring 2017 will be reviewed at the next meeting.

***The next meeting is at 2:30 p.m. on Tuesday, December 6, 2016, in the Chamber boardroom.***